

KUESIONER

Analisis Perbandingan Peran Persepsi Harga, Selera Konsumen, Keadaan Ekonomi, dan Promosi terhadap Keputusan Pembelian antara Honda Vario dengan Honda Beat pada PT. Niaga Utama Sejahtera Ponorogo

Selamat Pagi/Siang

Kami, mahasiswa UNMUH Ponorogo sedang melakukan penelitian dalam penyusunan skripsi yang berjudul: “Analisis Perbandingan Peran Persepsi Harga, Selera Konsumen, Keadaan Ekonomi, dan Promosi terhadap Keputusan Pembelian antara Honda Vario dengan Honda Beat pada PT. Niaga Utama Sejahtera Ponorogo” yang merupakan salah satu syarat bagi peneliti untuk dapat menyelesaikan Studi Program S1 Jurusan Fakultas Ekonomi Universitas Muhammadiyah Ponorogo.

Kami harap saudara bersedia meluangkan waktu untuk mengisi daftar pertanyaan/ Pernyataan dari kuesioner. Terimakasih.

I. Identifikasi Responden

- a. Nama Responden : _____
- b. Usia : Tahun
- c. Jenis Kelamin : 1) Laki-laki, 2) Perempuan
- d. Jenis Motor *Matic* : 1) Honda Vario, 2) Honda Beat

II. Petunjuk Pengisian

Berikanlah tanda (v) pada jawaban yang Anda kehendaki pada kolom pernyataan (yang paling sesuai dengan kondisi Anda), dengan ketentuan:

Tingkat Persepsi Harga, Selera Konsumen, Keadaan Ekonomi, Promosi, dan Keputusan Pembelian

Pilihan Jawaban:

- a. Sangat Tidak Setuju (STS) = 1
- b. Tidak Setuju (TS) = 2
- c. Netral (N) = 3
- d. Setuju (S) = 4
- e. Sangat Setuju (ST) = 5

III. Daftar Pertanyaan:

Variabel Persepsi Harga

No.	Pertanyaan	1	2	3	4	5
1.	Semakin murah harga sepeda motor, biasanya menjadi pilihan utama					
2.	Pembayaran bisa tagih kirim di rumah tanpa titip uang muka					
3.	Potongan harga khusus Honda <i>matic series</i> program PNS (Pegawai Negeri Sipil)					

Variabel Selera Konsumen

No.	Pertanyaan	1	2	3	4	5
4.	Honda <i>matic</i> memiliki jenis/model yang bermacam-macam					
5.	Varian warna pada Honda <i>matic</i> yang lebih mewah dan elegan					
6.	Honda <i>matic</i> memiliki <i>body</i> /penampilan yang ramping dan sporty					

Variabel Keadaan Ekonomi

No.	Pertanyaan	1	2	3	4	5
7.	Harga sepeda motor Honda <i>matic</i> lebih sesuai dengan kemampuan atau daya beli					
8.	Pembayaran bisa secara <i>cash</i> (tunai), kredit (angsuran), maupun <i>regular</i> (tunai tempo)					
9.	Harga yang ditawarkan lebih sesuai dengan kualitas yang diperoleh					

Variabel Promosi

No.	Pertanyaan	1	2	3	4	5
10.	Honda <i>matic</i> sering melakukan potongan harga atau <i>cashback</i> sampai dengan Rp. 500.000,00					

11.	Honda <i>matic</i> sering mengadakan program khusus uang muka ringan dan angsuran murah					
12.	Honda <i>matic</i> mengenalkan produk kepada konsumen melalui spanduk, brosur, dan banner					

Variabel Keputusan Pembelian

No.	Pertanyaan	1	2	3	4	5
13.	Spesifikasi dari segi ukuran dan dimensi Honda <i>matic</i> cocok untuk orang Indonesia					
14.	Honda <i>matic</i> cocok digunakan untuk anak remaja					
15.	Purna jual Honda <i>matic</i> lebih cepat dan tidak terlalu mengalami penurunan harga jual kembali					

TERIMA KASIH

Lampiran 5

UJI INSTRUMEN (VALIDITAS DAN RELIABILITAS)

```
RELIABILITY  
/VARIABLES=P1 P2 P3 X1 (PersepsiHarga)  
/SCALE('ALL VARIABLES') ALL  
/MODEL=ALPHA  
  
/STATISTICS= CORR.
```

Reliability

[DataSet0]

Scale: ALL VARIABLES

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.620	.563	4

	P1	P2	P3	PersepsiHarga
P1	1.000	-.160	.000	.594
P2	-.160	1.000	.000	.522

P3	.000	.000	1.000	.507
PersepsiHarga	.594	.522	.507	1.000

```

RELIABILITY
/VARIABLES=P4 P5 P6 X2 (SeleraKonsumen)
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA

/STATISTICS=CORR.

```

Reliability

[DataSet0]

Scale: ALL VARIABLES

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.732	.716	4

	P4	P5	P6	SeleraKonsumen
P4	1.000	.187	.092	.583
P5	.187	1.000	.110	.663

P6	.092	.110	1.000	.686
SeleraKonsumen	.583	.663	.686	1.000

```
RELIABILITY
/VARIABLES=P7 P8 P9 X3 (KeadaanEkonomi)
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA

/STATISTICS= CORR.
```

Reliability

[DataSet0]

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.645	.601	4

	P7	P8	P9	KeadaanEkonomi
P7	1.000	.271	-.189	.621
P8	.271	1.000	-.137	.620
P9	-.189	-.137	1.000	.455

Inter-Item Correlation Matrix

	P7	P8	P9	KeadaanEkonomi
P7	1.000	.271	-.189	.621
P8	.271	1.000	-.137	.620
P9	-.189	-.137	1.000	.455
KeadaanEkonomi	.621	.620	.455	1.000

```
RELIABILITY
/VARIABLES=P10 P11 P12 X4 (Promosi)
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA

/STATISTICS=CORR.
```

Reliability

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.746	.736	4

Inter-Item Correlation Matrix

	P10	P11	P12	Promosi
P10	1.000	.241	-.018	.514
P11	.241	1.000	.268	.735
P12	-.018	.268	1.000	.727
Promosi	.514	.735	.727	1.000

RELIABILITY

```

/VARIABLES=P13 P14 P15 Y (KeputusanPembelian)
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA

/STATISTICS=CORR.
    
```

Reliability

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.760	.757	4

Inter-Item Correlation Matrix

	P13	P14	P15	KeputusanPembelian
P13	1.000	.287	.098	.706
P14	.287	1.000	.198	.721
P15	.098	.198	1.000	.613
KeputusanPembelian	.706	.721	.613	1.000

Lampiran 9

UJI INSTRUMEN (VALIDITAS DAN RELIABILITAS)

```
RELIABILITY
/VARIABLES=P1 P2 P3 X1 (PersepsiHarga)
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA

/STATISTICS=CORR.
```

Reliability

[DataSet0]

Scale: ALL VARIABLES

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.625	.566	4

Inter-Item Correlation Matrix

	P1	P2	P3	PersepsiHarga
P1	1.000	-.101	.078	.622
P2	-.101	1.000	-.129	.542
P3	.078	-.129	1.000	.462
PersepsiHarga	.622	.542	.462	1.000



```

RELIABILITY
/VARIABLES=P4 P5 P6 X2 (SeleraKonsumen)
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA

/STATISTICS=CORR.

```

Reliability

[DataSet0]

Scale: ALL VARIABLES

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.748	.742	4

	P4	P5	P6	SeleraKonsume n
P4	1.000	.211	.210	.648
P5	.211	1.000	.092	.625
P6	.210	.092	1.000	.722
SeleraKonsumen	.648	.625	.722	1.000

```

RELIABILITY
/VARIABLES=P7 P8 P9 X3 (KeadaanEkonomi)
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA

/STATISTICS=CORR.

```

Reliability

[DataSet0]

Scale: ALL VARIABLES

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.707	.676	4

	P7	P8	P9	KeadaanEkonomi
P7	1.000	.184	.085	.672
P8	.184	1.000	-.060	.646
P9	.085	-.060	1.000	.528
KeadaanEkonomi	.672	.646	.528	1.000

```

RELIABILITY
/VARIABLES=P10 P11 P12 X4 (Promosi)
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA

/STATISTICS=CORR.

```

Reliability

[DataSet0]

Scale: ALL VARIABLES

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.613	.553	4

	P10	P11	P12	Promosi
P10	1.000	-.060	.044	.555
P11	-.060	1.000	-.178	.479
P12	.044	-.178	1.000	.578
Promosi	.555	.479	.578	1.000

```

RELIABILITY
/VARIABLES=P13 P14 P15 Y (KeputusanPembelian)

```

```

/SCALE ('ALL VARIABLES') ALL
/MODEL=ALPHA

/STATISTICS=CORR.

```

Reliability

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.723	.700	4

Inter-Item Correlation Matrix				
	P13	P14	P15	Keputusan Pembelian
P13	1.000	.043	.147	.628
P14	.043	1.000	.120	.622
P15	.147	.120	1.000	.651
Keputusan Pembelian	.628	.622	.651	1.000

Lampiran 11

UJI CHI SQUARE

CROSSTABS

```
/TABLES=Persepsi Selera Ekonomi Promosi BY Keputusan BY Honda
```

```
/FORMAT=AVALUE TABLES
```

```
/STATISTICS=CHISQ
```

```
/CELLS=EXPECTED
```

```
/COUNT ROUND CELL.
```

Crosstabs

```
[DataSet1] G:\data print Skripsi 17\spss chiq.sav
```

Case Processing Summary

Keterangan	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Persepsi Harga * Keputusan Pembelian * Tipe Selera Konsumen *	80	100.0%	0	.0%	80	100.0%
Keputusan Pembelian * Tipe Keadaan Ekonomi *	80	100.0%	0	.0%	80	100.0%
Promosi * Keputusan Pembelian * Tipe	80	100.0%	0	.0%	80	100.0%

Persepsi Harga * Keputusan Pembelian * Tipe

Crosstab

Expected Count

Tipe			Keputusan Pembelian					Total
			11	12	13	14	15	
Beat	Persepsi Harga	10	.1	.3	.3	.2	.1	1.0
		11	.4	1.6	1.7	1.0	.3	5.0
		12	1.1	4.5	4.8	2.8	.8	14.0
		13	1.6	6.4	6.8	4.0	1.2	20.0
		14	.6	2.6	2.7	1.6	.5	8.0
		15	.2	.6	.7	.4	.1	2.0
Total			4.0	16.0	17.0	10.0	3.0	50.0
Vario	Persepsi Harga	11	.1	.2	.4	.3	.1	1.0
		12	.5	1.2	2.8	2.1	.5	7.0
		13	.8	2.0	4.8	3.6	.8	12.0
		14	.5	1.2	2.8	2.1	.5	7.0
		15	.2	.5	1.2	.9	.2	3.0
		Total			2.0	5.0	12.0	9.0

Chi-Square Tests

Tipe		Value	df	Asymp. Sig. (2-sided)
Beat	Pearson Chi-Square	26.000 ^a	20	.166
	Likelihood Ratio	27.431	20	.124

	Linear-by-Linear Association	.985	1	.321
	N of Valid Cases	50		
Vario	Pearson Chi-Square	14.165 ^b	16	.586
	Likelihood Ratio	14.355	16	.572
	Linear-by-Linear Association	1.862	1	.172
	N of Valid Cases	30		

a. 28 cells (93.3%) have expected count less than 5. The minimum expected count is .06.

b. 25 cells (100.0%) have expected count less than 5. The minimum expected count is .07.



Selera Konsumen * Keputusan Pembelian * Tipe

Crosstab

Expected Count

Tipe			Keputusan Pembelian					Total
			11	12	13	14	15	
Beat	Selera Konsumen	11	.8	3.2	3.4	2.0	.6	10.0
		12	1.5	6.1	6.5	3.8	1.1	19.0
		13	1.1	4.5	4.8	2.8	.8	14.0
		14	.2	1.0	1.0	.6	.2	3.0
		15	.3	1.3	1.4	.8	.2	4.0
Total			4.0	16.0	17.0	10.0	3.0	50.0
Vario	Selera Konsumen	11	.5	1.3	3.2	2.4	.5	8.0
		12	1.0	2.5	6.0	4.5	1.0	15.0
		13	.2	.5	1.2	.9	.2	3.0
		14	.3	.7	1.6	1.2	.3	4.0
		Total		2.0	5.0	12.0	9.0	2.0

Chi-Square Tests

Tipe		Value	df	Asymp. Sig. (2-sided)
Beat	Pearson Chi-Square	28.433 ^a	16	.028
	Likelihood Ratio	25.694	16	.058
	Linear-by-Linear Association	8.250	1	.004
	N of Valid Cases	50		

Vario	Pearson Chi-Square	7.190 ^b	12	.845
	Likelihood Ratio	8.595	12	.737
	Linear-by-Linear Association	.013	1	.908
	N of Valid Cases	30		

a. 23 cells (92.0%) have expected count less than 5. The minimum expected count is .18.

b. 19 cells (95.0%) have expected count less than 5. The minimum expected count is .20.



Keadaan Ekonomi * Keputusan Pembelian * Tipe

Crosstab

Expected Count

Tipe			Keputusan Pembelian					Total
			11	12	13	14	15	
Beat	Keadaan Ekonomi	12	1.7	6.7	7.1	4.2	1.3	21.0
		13	1.7	6.7	7.1	4.2	1.3	21.0
		14	.3	1.3	1.4	.8	.2	4.0
		15	.3	1.3	1.4	.8	.2	4.0
		Total	4.0	16.0	17.0	10.0	3.0	50.0
Vario	Keadaan Ekonomi	11	.1	.3	.8	.6	.1	2.0
		12	.7	1.7	4.0	3.0	.7	10.0
		13	.7	1.7	4.0	3.0	.7	10.0
		14	.5	1.2	2.8	2.1	.5	7.0
		15	.1	.2	.4	.3	.1	1.0
Total	2.0	5.0	12.0	9.0	2.0	30.0		

Chi-Square Tests

Tipe		Value	df	Asymp. Sig. (2-sided)
Beat	Pearson Chi-Square	13.622 ^a	12	.326
	Likelihood Ratio	16.894	12	.154
	Linear-by-Linear Association	.491	1	.484
	N of Valid Cases	50		
Vario	Pearson Chi-Square	14.455 ^b	16	.565

Likelihood Ratio	15.724	16	.472
Linear-by-Linear Association	1.122	1	.289
N of Valid Cases	30		

a. 16 cells (80.0%) have expected count less than 5. The minimum expected count is .24.

b. 25 cells (100.0%) have expected count less than 5. The minimum expected count is .07.



Promosi * Keputusan Pembelian * Tipe

Crosstab

Expected Count

			Keputusan Pembelian					Total
			11	12	13	14	15	
Beat	Promosi	10	.1	.3	.3	.2	.1	1.0
		11	.4	1.6	1.7	1.0	.3	5.0
		12	1.0	3.8	4.1	2.4	.7	12.0
		13	1.7	6.7	7.1	4.2	1.3	21.0
		14	.6	2.6	2.7	1.6	.5	8.0
		15	.2	1.0	1.0	.6	.2	3.0
Total			4.0	16.0	17.0	10.0	3.0	50.0
Vario	Promosi	12	.6	1.5	3.6	2.7	.6	9.0
		13	.9	2.2	5.2	3.9	.9	13.0
		14	.5	1.2	2.8	2.1	.5	7.0
		15	.1	.2	.4	.3	.1	1.0
		Total		2.0	5.0	12.0	9.0	2.0

Chi-Square Tests

Tipe		Value	Df	Asymp. Sig. (2-sided)
Beat	Pearson Chi-Square	18.054 ^a	20	.584
	Likelihood Ratio	20.485	20	.428
	Linear-by-Linear Association	.618	1	.432
	N of Valid Cases	50		

Vario	Pearson Chi-Square	12.861 ^b	12	.379
	Likelihood Ratio	15.084	12	.237
	Linear-by-Linear Association	.000	1	1.000
	N of Valid Cases	30		

a. 28 cells (93.3%) have expected count less than 5. The minimum expected count is .06.

b. 19 cells (95.0%) have expected count less than 5. The minimum expected count is .07.

